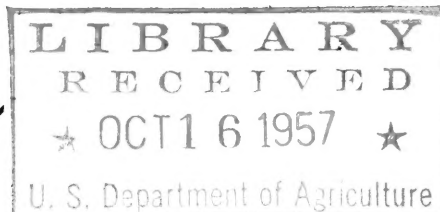


1957-1958 SPECIALIST'S

WHOLESALE CATALOGUE

Fuchsias and Pelargoniums



PINK MARGUERITE

is like

Money in the Bank

In 1957 the Hallawell Seed Co., San Francisco, introduced the new Pink Marguerite to home gardeners in northern California. They sold like the proverbial hot cakes. Many for \$2.75 a gallon-can plant.

This coming season more and more home gardeners who see it in bloom will want some. Here's your chance to cash in on this hot item — turn to back page of this list.

SCHMIDT NURSERY

355 LAMBERT AVENUE

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PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501

. . . before ordering

please read these TERMS OF SALE

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No order shipped that totals less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in 2½" pots.

Our terms are cash with order, unless you make other arrangements with us AT THE TIME YOU ORDER, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

We suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

. . . about ordering Early



Last season we were sold out of most items in about two weeks after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact — each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1958 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

FUCHSIAS

1958 INTRODUCTIONS

Once again — as each year since 1939 — we are pleased to offer exclusively the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions, page 4.

BONNY BLUE (Hodges) — Double corolla of rolled petals a lovely medium silvery blue. Short waxy tube and broad white sepals. Sepals shiny white outside, pink at base; of crepe texture inside, with a light carmine flush. Large, beautifully proportioned flower. Good upright grower.

- CHEFFITA** (Hodges) — Double corolla opens purplish, then turns to a rosy hue, with a smoky overcast toward the petal edges. Broad, outspread, deep pink sepals. Much like a larger "Cherokee," on an upright, spreading bush or as a showy basket. Very free flowering.
- COCKATOO** (Schnabel-Paskesen) — Originator's description: A rose-red and white flowered plant that is a "natural." Without pinching, **Cockatoo** will produce numerous side branches festooned with large, crisp flowers. Tube and sepals are a lovely deep rose-red, the flaring double corolla is a clear white with bright red veins. Free blooming; small foliage on wiry branches. Can probably be made to trail but makes a splendid bush or standard. Remarkably heat resistant.
- DARK EYES** (Erickson) — Double, deep violet blue, the petals curled and folded to form a full corolla of distinct shape. Short tube and short, broad, upturned sepals deep red, together with the rich corolla making a good color contrast. Medium low, bushy grower, free flowering. Beautiful corsage flower.
- GOLDEN GLOW** (Munkner) — Single corolla and inside of broad and long outspread (3½") sepals yellowish orange. Heavy waxy tube and outside of sepals pale carmine with salmon flush. Medium large flower, good upright grower. Considerable more "yellow" than Mr. Munkner's Orange Glow or other orange fuchsias.
- HARVEST MOON** (Hodges) — Flat flaring single white corolla, heavily veined rose pink near petal base. Tube and long, broad, upturned sepals rose red. Prominent pistil and stamens. This is the first hanging fuchsia with a flat white corolla — much like a hanging "Citation" and just as free flowering.
- MAJOR BARBARA** (Schnabel-Paskesen) — Originator's description: "**Major Barbara**" is a plant of vigorous growth with arching branches. It can be grown upright or as a large bushy trailer. The pale rose buds open to disclose a double, multi-petalled corolla of light blue-violet, changing to a muted old rose as the flower matures. The blossoms are large, and the foliage is medium sized and typically green. "**Major Barbara**" honors the Salvation Army Lass and commemorates the work of the Salvation Army all over the world.
- PEARL LUSTRE** (Schnabel-Paskesen) — Originator's description: A large flaring "Patty Evans" type trailer. The extra large pearl white, pink-veined double corolla of spreading petals is backed by lustrous broad granular pink sepals. White tube. **Pearl Lustre** naturally produces many pendulant branches with a continuous display of large flowers. Medium sized typical green foliage. Heat resistant.
- PINK GALORE** (Fuchsia-La) Trade Mark Reg. — Double, long corolla a beautiful soft rose or candy pink; tube and long, upturned sepals slightly deeper pink. A hanger of restrained growth, young branches and leaves with reddish stems. One of the finest all-pink fuchsias.
- PINK JADE** (Harry Pybon, Alameda) — For habit of growth one of the most promising fuchsias we have introduced in years. Single flower similar in shape to the variety "Display," but petals a medium orchid-pink with a distinct deeper glowing-rose border. Sharply upturned sepals pink, tipped palest green. Very low, self-branching grower with many small deep green leaves and masses of medium sized flowers. Excellent for pots, tubs, planter boxes or low plantings in patio and garden of modern ranch-type homes.
- SHALIMAR** (Schnabel-Paskesen) — Originator's description: Cannot be compared to any existing variety. Huge globular double flower. Dense corolla of pale lavender blue petals beautifully marbled with rose, attached to a broad base plate. Tube is white, as is the exterior side of the sepals. The inside surface of the granular sepal is palest pink blush. Medium to small sized foliage. **Shalimar** must be grown in a hanging pot as the weight of the flowers tends to snap the branches. Heat resistant.
- TWILIGHT** (Hodges) — Double corolla deep blue, tube and upturned sepals softest pink. Corolla spreads out wide as the large flowers mature. Medium sized deep green leaves.

Large flowers, very showy as displayed in hanging baskets by the Hodges in Pacific Grove.

WHITE CAPS (Hodges) — Double spreading white corolla; pink tube and broad, short sepals white, pink at base. Upright, well branched, medium high bush with good foliage. Medium large flowers, very free flowering.

Please note that we cannot accept your order for any of the above described non-patented 1958 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1958 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery. Of most varieties plants will be available earlier in 1958.

WHOLESALE PRICES for Bonny Blue, Cheffita, Cockatoo, Dark Eyes, Golden Glow, Harvest Moon, Major Barbara, Pearl Lustre, Pink Galore, Pink Jade, Shalimar, Twilight and White Caps. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety	each 35c

Established **minimum RETAIL PRICE** for Bonny Blue, Cheffita, Cockatoo, Dark Eyes, Golden Glow, Harvest Moon, Major Barbara, Pearl Lustre, Pink Galore, Pink Jade, Shalimar, Twilight and White Caps, **for the entire year of 1958** is 75c each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or larger containers.

1957 FUCHSIA INTRODUCTIONS

Upright growing varieties listed below. Hanging pot or trailing fuchsias listed as a group on page 5.

BRIGADOON — Double violet blue, marbled fuchsia pink. Willowy grower. Very large flowers. **25c.**

CONSTELLATION — Double ivory white. Good grower, free blooming. **25c.**

CRAZY QUILT — Unusual pale pink with purple blotches. Excellent foliage. **25c.**

DARK SECRET — Double deep violet, sepals palest pink. Large flowers. **25c.**

GRANADA — Double, rich red purple, sepals deep red. Large flowers. **25c.**

IMPUDENCE — Very free blooming, flat corolla single white, sepals red. **25c.**

MABELLE EDWARDS — Single, long corolla pale pink, curled sepals white. Free blooming. **25c.**

MASTER STROKE — Very large double white, palest flush on sepals. Specially fine in cooler sections. **25c.**

ORANGE GLOW — Single deep orange. Tall grower, profusion of flowers. **25c.**

SHOW-OFF — Larger and more brilliant than fuchsia "Display." Showy color. **25c.**

SILVER BLUE — Double soft silvery blue, near-white sepals. One of the finest big double fuchsias. **25c.**

SWEET LEILANI (Patent Pend.) — Large corolla smoky blue, sepals pale pink. Early bloomer. **35c.**

TICKLED PINK — Excellent pink flowered addition to the triphylla fuchsias. Stands sun. **25c.**



HANGING POT or TRAILING FUCHSIAS

BALI HI (Patented) — Double mauve-blue, sepals near white. Free bloomer. **35c.**

CARA MIA (1957) — Semi-double crimson, long sepals pale pink. Good grower, long blooming season. **25c.**

ENCHANTED (Patented) — Largest double campanula blue. One of the best. **35c.**

FORT BRAGG (1957) — Sport of Enchanted, corolla orchid to lavender. Very fine. **25c.**

GIANT FALLS (1957) — Double creamy white, sepals pink. Very large flowers. **25c.**

GIANT PINK ENCHANTED — Large double pink, darker veins. Strong grower. **25c.**

MOON MIST — Semi to double, faintest blush. Large, but exquisite. **20c.**

SAN JOSE — Double white, red sepals. Very large, free flowering. Recommended. **20c.**

SILVER SLIPPER (1957) — Double white, long sepals soft pink. Masses of flowers. **25c.**

SO BIG — Very large double white, long pink sepals. Good seller. **20c.**

SUMMER SNOW (Trade Mark Reg.) — Tops as trailer, semi-dbl. creamy white. **35c.**

THUNDER BIRD (Patent Pend.) 1957—Double corolla crimson, long tube and long sepals palest carmine. Natural trailer. Really outstanding. **35c.**

TINKER BELL — Single near-white, long sepals pink. Early and very free flowering. Popular. **20c.**

LADY WASHINGTON GERANIUMS

Also known as Regal, Fancy, Show or Martha Washington Geraniums, and often as just Pelargoniums. Botanically *Pelargonium domesticum* varieties.

Strong plants from 2½" pots, ready for 4" pots or gallon cans.

Early delivery, right after January 1st, if so indicated on your order.

BLACK BUTTERFLY — Unusual "butterfly" marking in an almost-black flower. Low grower. **35c.**

BONITA — Large flowers, attractive shades of orchid and purple. **35c.**

CHERIE — Ruffled palest pink with rose spot in each petal. Popular. **25c.**

DAWN — Large flowers, soft salmon pink, apricot undertone, darker top petals. **30c.**

DELILAH — Orchid pink, top petals velvety red-brown, salmon flush. Lg. flower. **30c**

EL ENCANTO — Soft salmon pink, lighter at center. Long blooming season. **30c.**

GERONIMO — Glowing blood red on fairly low plant. Distinctive color. **30c.**

HARVEST MOON — Beautiful soft orange-salmon. **35c.**

HOLIDAY — Ruffled blushed white, top petals maroon and strawberry. **30c.**

JOY — Ruffled bright coral red, near-white center and edges. **30c.**

LAVENDER GRAND SLAM — Deep orchid lavender sport of Grand Slam. **25c.**

LA PALOMA (1957 introduction) — White with palest flush, top petals marked pale mauve. Lightly ruffled, good bloomer. **35c.**

ROGUE — Larger flowers and a livelier deep red than other dark varieties. **30c.**

SOUTH AMERICAN BRONZE — Frilled flowers of brown and maroon, dark center, pale orchid border. Good novelty. **35c.**

GIBSON GIRL (Schmidt 1958) — Very large flowers, watermelon pink with salmon flush around prominent near-black blotch in each petal center. Vigorous grower. 5 plants each 80c; 10 plants each 60c; 25 or more plants each 50c.

GRAND SLAM — Winner of many prizes, including in 1956 the AM., R.H.S.; Lady Burton Cup; Sander Medal. Tops as the leading rosy red. **25c.**

HAPPY DAYS (1957 introduction) — Lovely salmon pink, apricot undertone. Recommended for perpetual bloom. **35c.**

WEDDING GOWN (1957 introduction) — Ruffled glistening white, palest green at very center, no markings of any kind. Large flowers, long blooming period — the finest all-white to date. **35c.**

YUCATAN — Large rosy red with an orange flush. Blooms well. Excellent. **25c.**

PINK MARGUERITE

Flowers about 2½" diameter, average 18 petals; medium pink with orchid undertone, fading to near-white in hot weather. Flower center about ½" across, brown turning to yellow.

Strong grower with fine silvery-green foliage. Every bit as good and long lasting a cut flower as the white and the yellow Marguerites that are used by the millions.

Our plants guaranteed free of leaf miners. Not just rooted cuttings, but strong stock in 2½" pots, ready for gallon cans. Delivery in January, if indicated on order. Not less than 25 shipped.

**25 for \$ 8.75
50 for \$16.25
100 for \$30.00**

SCHMIDT NURSERY

355 Lambert Avenue

Palo Alto, California

Palo Alto Phone Davenport 2-4501

**Wm. E. Schmidt, originator and grower, thirty-three years in the nursery business.
Member of the American Fuchsia Society, International Geranium Society, California
Horticultural Society, California Association of Nurserymen, American Association
of Nurserymen, Strybing Arboretum Society and the
American Horticultural Council, Inc.**

We are a Pinto Tag Nursery

BLAKE PRINT, PALO ALTO

